

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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FOR IMMEDIATE RELEASE

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CALIFORNIA FAIRS OFFERED ALCOHOL SERVER TRAINING

Sacramento – The California Department of Alcoholic Beverage Control (ABC), in cooperation with the Department of Food and Agriculture, Division of Fairs and Expositions, is offering California fairs free training on the selling and serving of alcoholic beverages.

With the fair season moving into full swing, ABC's voluntary LEAD (Licensee Education on Alcohol and Drugs) Program will be training thousands of fair volunteer workers who will be serving alcoholic beverages to the public during the summer and fall months. Over eight million people are expected to attend California fairs this year.

Said ABC Acting Director Jerry R. Jolly, "California fairs must continue to be family oriented events without the fear of alcohol becoming a disruptive factor. ABC's server training program, combined with each fair's sound alcohol management policies, will help prevent problems from developing on the fair grounds, and reduce the likelihood that fairgoers will leave intoxicated and become a danger on the highway."

Specially trained ABC investigators will train fair exhibitors and employees on how to prevent the selling and serving of alcoholic beverages to minors or intoxicated patrons. The trainers also explain the criminal and civil liabilities, not only to the fairs, but the individual servers and sellers of alcoholic beverages.

Fair managers and boards of directors are encouraged to strengthen their alcohol policies by holding the free server training courses for all fair employees and volunteers of organizations who may be involved in working at the fairs.

For information on when LEAD training will take place at your fair, call (916) 263-6919.

California fairs generate \$135.9 million in state and local tax revenues each year. Fairs in California are a \$1 billion industry, with total economic impacts of \$2.5 billion annually, as measured by sales and spending.